

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act
of 1938, as amended

OMB NO. 1124-0002

For Six Month Period Ending 12/31/2008

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

BROWN LLOYD JAMES

(b) Registration No.

5875

(c) Business Address(es) of Registrant

250 WEST 57 STREET, SUITE 1311
NEW YORK, NY 11217

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address(es)

Yes ☐No ☐

(2) Citizenship

Yes ☐No ☐

(3) Occupation

Yes ☐No ☐

(b) If an organization:

(1) Name

Yes ☐No ☒

(2) Ownership or control

Yes ☐No ☒

(3) Branch offices

Yes ☐No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐No ☐

If no, please attach the required amendment.

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¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position | Date connection ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Residence address | Citizenship | Position | Date assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position or connection | Date terminated |
|------|------------------------|-----------------|
|------|------------------------|-----------------|

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

| Name | Residence address | Citizenship | Position | Date assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

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II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

HASSAN TATANAKI, CHALLENGER LIMITED

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

| | | |
|------------------------|-----------------------------------------|-----------------------------|
| Exhibit A ³ | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Exhibit B ⁴ | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

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² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

DISSEMINATION OF WRITTEN MATERIALS ON BEHALF OF HASSAN TATANAKI, OF CHALLENGER LIMITED

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

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⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

| Date | From whom | Purpose | Amount |
|----------|--------------------|--------------------------|----------------------------|
| 7/15/08 | HASSAN TATANAKI | PUBLIC RELATIONS FEES | \$ 200,000 |
| 10/14/08 | HASSAN TATANAKI | PUBLIC RELATIONS FEES | \$ 200,000 |
| | | | <u>\$ 400,000</u> Total |

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

| Name of foreign principal | Date received | Description of thing of value | Purpose |
|------------------------------|------------------|----------------------------------|---------|
|------------------------------|------------------|----------------------------------|---------|

⁶ 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(c).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS - MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

MONIES PAID BY FOREIGN PRINCIPAL REPRESENT PUBLIC RELATIONS FEES

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To whom | Purpose | Amount |
|------|---------|---------|--------|
|------|---------|---------|--------|

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Total

(b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

| Date disposed | Name of person to whom given | On behalf of what foreign principal | Description of thing of value | Purpose |
|------------------|---------------------------------|----------------------------------------|----------------------------------|---------|
|------------------|---------------------------------|----------------------------------------|----------------------------------|---------|

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

| Date | Amount or thing of value | Name of political organization | Name of candidate |
|------|-----------------------------|--------------------------------------|----------------------|
|------|-----------------------------|--------------------------------------|----------------------|

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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

HASSAN TATANAKI, OF CHALLENGER LIMITED

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

HASSAN TATANAKI, CHALLENGER LIMITED, ALLOCATED 50% OF TOTAL INCOME TO PREPARATION AND DISSEMINATION OF MATERIALS DURING THE PERIOD FROM 7/1/2008 TO 12/31/2008

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|-------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|------------------------------------------------|-------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

6. 8. 09 .

Peter Brown

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

YES

or NO

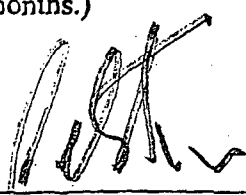
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES

or NO

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

6.8.09
Date

PETER BROWN

Please type or print name of
Signatory on the line above

PRESIDENT & CEO
Title

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Obama's African Roots on Center Stage at Pan-Africa Inaugural Ball

*Sarah Obama, Robert De Niro, Rev. Desmond Tutu to Help Boost Africa's New
Special Relationship*

Much was made during the campaign about President Barack Obama's African heritage. His roots will be definitely showing at the pan-Africa ball, where African political leaders, NGOs, and activists will be turning up en masse to show their support for America's first African-American President, and to symbolize the special new relationship the continent shares with America. Among the special guests who will welcome the new President: the President-elect's Kenyan Grandmother **Sarah Obama**, actor **Robert DeNiro**, Nobel Peace Prize winners **Reverend Desmond Tutu** and **Wangari Maathai**.

"This election was about change, and we hope this includes a change in how the world sees Africa," said Libya's **Hassan Tatanaki**, Chairman of the Tatanaki Foundation and one of the event's sponsors. "Africa is more than famine and poverty and war. It is a place of beauty and history and culture as well. We are grateful for the humanitarian commitment of previous Presidents to Africa, but we feel Africa now has a personal connection to America, at the highest level."

*To secure interviews, exclusive photos and b-roll, please contact Ethan Wagner:
1-646-673-2469 or ethanw@brownlloydjames.com*

WHAT: "Africa on the Potomac," the 2009 Pan-Africa
Inaugural Ball

WHERE: 1700 Jefferson Davis

WHEN: 6:00pm, Tuesday, January 20, 2009 (Inauguration Day)

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is available at the Dept. Of Justice, Washington DC.*

Facts About Azhari

| | |
|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description: | First non-governmental Azhar satellite channel. Dedicated to promoting moderate basis of Islam through entertainment and public affairs programming. |
| On Air Launch Date: | First Day of the Holy Month of Ramadan, Hijri 1430 |
| Format: | 24 hour live and recorded programming |
| Chairman of the Board: | Sheikh Khaled El Guindy |
| CEO of the Channel And Director of Programming: | Salem Abdel Galil, Former Deputy Minister of Endowments and Al Azhar Scholar |
| Languages: | Arabic content (75%) English and French content (25%) Hindi and Turkish in 2010. |
| Satellite Coordinates: | NileSat and ArabSat |
| Geographic Reach: | Worldwide |
| Holding Company: | Gesour Media Production |
| Legal Registration: | British Virgin Islands |
| Seed Funding Donor: | Hassan Tatanaki, Businessman and Philanthropist |
| Seed Capital: | 5 Million Egyptian Pounds |
| Azhari Media: | Plans to extend to Azhari newspaper and Azhar radio station in the near future |
| Live Streaming: | www.azhari.tv |

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About Al Azhari

Azhari Satellite Channel

The Azhari is a new satellite channel that follows the Al Azhar doctrine, which adheres to the moderate, tolerant roots of Islam. The channel promotes the timeless, scientific authenticity of Al Azhar in a new multimedia format. The channel is supported by a group of philanthropists and supporters of Al-Azhari. The channel's Board of Directors is headed by Sheikh Khaled Al-Guindy, the renowned Azhar scholar and member of the Supreme Council of Islamic Affairs.

Azhari Vision

Activate the call to God by preaching the Al Azhar doctrine to global audiences through modern media tools.

Azhari Mission

Legitimacy comes from Islam and Al Azhar is the solution.

Azhari Goals

- Activating the unique role of Al-Azhar and its clerics in leading the call to God.
- Highlighting and presenting the skilled preachers of Al-Azhar.
- Providing a legitimate scientific moderate reference for the nation.
- Addressing the extremist trends through intellectual preaching approaches.
- Highlighting the deep history of Al-Azhar with advanced methods of preaching.
- Working to control and unify Fatwas and references.
- Adopting innovative measures in Islamic thought and preaching.

Al Azhari Methodology

The channel adopts the following media policy and preaching methodology:

- The channel and the Azhar experts refrain from getting involved in government policy.
- The channel and the Azhar experts refraining from attacking individuals and institutions.
- The channel and the Azhar experts aim to extend the dialogue with offenders accordance with legitimate regulations.
- The channel and the Azhar experts aim to communicate with Al-Azhar scholars and graduates all over the world.

Al Azhari Requirements

- All Scholars involved in the Channel must be Al Azhar scientists and academics.
- The Channel does not call for people to join Islam; it is aimed at serving as a powerful resource for every member of the Muslim family.

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How Azhari was Conceived or The Azhari Story

Sheikh Khaled Al-Guindy, the Azhari founder, professes that there are five important factors that influence us as individuals - family, faith, education, friends and the media.

With the explosion of 24 news channels, the Internet, blogs and mobile communications, it is more important and challenging for Al Azhar scholars to deliver their message. All the media tools available to Muslims today, including satellite television, must be brought to bear.

There are an abundance of religious satellite channels in the media sphere representing various schools of thoughts and ideology. Many of these channels advocate a political role for Islam and disseminate false information and perceptions about Islam. Many of these programs criticize the Al Azhar, the true authority of Islam.

Understanding the media reality and the presence of misinformation, the founder of Azhari believed he had a duty to take action.

The Azhari founder determined it was important to be where the followers are, especially given the opportunity to educate the booming youth population in the Middle East, where more than 50% of the population is under the age of 25.

El Guindy felt it was imperative to ensure the information consumers are getting is authentic and comes from the leading authority on Islam, Al Azhar.

The Azhari plans to continue its work through the launch of a newspaper, a blog and to communicate through mobile communications.

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Days Before Obama's Egypt Visit, A New Call to (Moderate) Prayer

"The Azhari" Takes the Tolerant Roots of Islam to a New, Plugged-in Audience

Cairo, Egypt, 1 June 2009: Calling the distortion of Islam into a violent, intolerant force the "central challenge facing the youth of the Arab and Muslim world", a group of prominent Muslim clerics associated with Al Azhar University—Islam's oldest and most credible religious teaching institution—is launching a 24 hour entertainment and education television channel as part of multimedia effort to promote moderate Islam.

Known as The Azhari, the satellite channel is expected to launch during Ramadan later this year. It will air on Arab Sat and Nile Sat, allowing the channel to reach Muslim communities in Europe to Iran to Southeast Asia, as well as English-speaking non-Muslim audiences who will see "an honorable and positive portrayal of Islam." The channel will feature cartoons for children, Islamic soap operas, lectures and call-in shows. All will carry a message of tolerance and moderation that are the hallmarks of Al Azhar University, which has endorsed the channel. All of the channels presenters and experts are required to hold degrees from Al Azhar.

Azhar is entering a crowded religious television market in the Arab and Muslim world. However, Azhar's emphasis on moderate Islam and its focus on guiding practicing Muslims rather than proselytizing sets it apart from the more bombastic salvos of its competitors.

The new channel is seen by its founders as the beginning of a full-on multimedia strategy to promote its messages--including newspapers, radio, mobile telephone and Internet--in order to attract and grow up with its youthful audience. According to the head of the Channel's Board of Directors, Sheikh Khaled Al-Guindy, the renowned Azhar scholar and member of the Supreme Council of Islamic Affairs, "The moral authority of Al Azhar is our bedrock. We can expand the mediums through which it is communicated to reflect the changes in media and the demands of our youthful audience."

According to Al Guindy, the idea for the channel grew from his earlier efforts to clarify Islam for Muslims confused by conflicting religious edicts. Demand for his first effort, a first-of-its-kind, 24 hour telephone hotline, led to a website and now to satellite television. "Islam is the most peaceful and forgiving faith. Self-appointed sheikhs have stolen this tradition of tolerance and turned it into an instrument of division. This channel is our effort to take Islam back."

The channel is supported by a group of philanthropists and supporters of Al-Azhari. The Azhari has an initial start up budget of 15 million Egyptian pounds, which is expected to increase through private donations. The Channel plans to become financially self sustaining in years ahead, mainly through advertising revenue. Seed funding was provided by Hassan Tatanaki, a Libyan

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businessman and philanthropist who supports the channel's mission. "Reconciling Islam with its peaceful roots is the central challenge facing Muslim youth in the world today," said Mr. Tatanaki. "If we cannot resolve it, neither progress nor peace are possible."

At launch, the channel will broadcast in English and Arabic to start, but will expand to include Hindi and Turkish.

The channel's start-up staff includes 20 technical personnel and 15 Al Azhar experts.

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For more information:

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"The Azhari" Takes the Tolerant Roots of Islam to a New, Plugged-in Audience

Cairo, Egypt, 1 June 2009: Calling the distortion of Islam into a violent, intolerant force the "central challenge facing the youth of the Arab and Muslim world", a group of prominent Muslim clerics associated with Al Azhar University—Islam's oldest and most credible religious teaching institution—is launching a 24 hour entertainment and education television channel as part of multimedia effort to promote moderate Islam.

Known as The Azhari, the satellite channel is expected to launch during Ramadan later this year. It will air on Arab Sat and Nile Sat, allowing the channel to reach Muslim communities in Europe to Iran to Southeast Asia, as well as English-speaking non-Muslim audiences who will see "an honorable and positive portrayal of Islam." The channel will feature cartoons for children, Islamic soap operas, lectures and call-in shows. All will carry a message of tolerance and moderation that are the hallmarks of Al Azhar University, which has endorsed the channel. All of the channels presenters and experts are required to hold degrees from Al Azhar.

Azhar is entering a crowded religious television market in the Arab and Muslim world. However, Azhar's emphasis on moderate Islam and its focus on guiding practicing Muslims rather than proselytizing sets it apart from the more bombastic salvos of its competitors.

The new channel is seen by its founders as the beginning of a full-on multimedia strategy to promote its messages--including newspapers, radio, mobile telephone and Internet--in order to attract and grow up with its youthful audience. According to the head of the Channel's Board of Directors, Sheikh Khaled Al-Guindy, the renowned Azhar scholar and member of the Supreme Council of Islamic Affairs, "The moral authority of Al Azhar is our bedrock. We can expand the mediums through which it is communicated to reflect the changes in media and the demands of our youthful audience."

According to Al Guindy, the idea for the channel grew from his earlier efforts to clarify Islam for Muslims confused by conflicting religious edicts. Demand for his first effort, a first-of-its-kind, 24 hour telephone hotline, led to a website and now to satellite television. "Islam is the most peaceful and forgiving faith. Self-appointed sheikhs have stolen this tradition of tolerance and turned it into an instrument of division. This channel is our effort to take Islam back."

The channel is supported by a group of philanthropists and supporters of Al-Azhari. The Azhari has an initial start up budget of 15 million Egyptian pounds, which is expected to increase through private donations. The Channel plans to become financially self sustaining in years ahead, mainly through advertising revenue. Seed funding was provided by Hassan Tatanaki, a Libyan

businessman and philanthropist who supports the channel's mission. "Reconciling Islam with its peaceful roots is the central challenge facing Muslim youth in the world today," said Mr. Tatanaki. "If we cannot resolve it, neither progress nor peace are possible."

At launch, the channel will broadcast in English and Arabic to start, but will expand to include Hindi and Turkish.

The channel's start-up staff includes 20 technical personnel and 15 Al Azhar experts.

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